

MERRIDALE LTD

Privacy Policy

This Privacy Policy governs the manner in which Merridale Ltd, as a Data Controller, collect, use, maintain and disclose personal information.

What personal information is being collected

We only collect basic personal information that you voluntarily provide, in order to meet your reasonable expectations of us, in the way you decide. This personal information includes your name, your company or employer's name, your company address, email address, and phone number.

How your personal data will be used

Personal information necessary for the performance of a contract

If we have a trading or contractual relationship with you, we will collect personal data in order to meet our contractual obligations to you – to contact you regarding our business relationship, provide quotations, deliver, service and warranty equipment, place and process orders etc.

Personal data necessary for the purposes of legitimate interests

If you have otherwise expressed an interest in us or our products, we will collect personal data to enable us to maintain a legitimate business marketing contact with you through our published newsletters, inform you of new products, upgrades etc

The data we collect, and our use of it, is proportional to the interest you have expressed.

How we collect personal data

We collect your personal information in various ways, including:

- in person when you enquire directly to one of our representatives or engineers
- over the phone when you call our offices
- by email or post if you send us mail
- on our web site if you fill in an enquiry form or register for our newsletter

Where your personal data will be kept and who it will be shared with

All the personal data we keep is processed by our staff in the UK, on IT equipment located in the UK.

We will never share your personal information with third parties unless the law requires us to do so. We do, however, utilise third party email services to send out our newsletters and mailshots.

Our newsletters and mailshots are managed by Netinspire and use the services of Campaign Monitor, whose privacy policies are at:

- <http://www.netinspire.co.uk/privacy/>
- <https://www.campaignmonitor.com/policies/#privacy-policy>

How long your personal data will be kept

If we have a trading relationship with you then we are required under UK tax law to keep your basic personal information for a minimum of six years, after which time it will be destroyed.

If you have purchased equipment from us we will keep your personal information along with our records of the equipment you have purchased until we are informed either that you no longer have the equipment, or that you are no longer employed at the business owning the equipment.

If we have a marketing relationship with you, the information we use for marketing purposes will be kept until you notify us that you no longer wish to receive marketing information from us.

You can unsubscribe to our newsletter at any time by clicking the unsubscribe link at the bottom of them, or by emailing us at sales@merridale.co.uk.

How we secure your information

We take appropriate and proportionate technical and organisational measures to secure and protect your personal data against accidental, unlawful or unauthorised destruction, loss, alteration, disclosure, or access.

Cookies and analytics

Our web site may put small files (cookies) onto your computer. These cookies are used to both enhance the functionality of the site, and to collect basic details of visitor behaviour patterns using a third party service, Google Analytics. Cookies are not used to identify you personally.

We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our newsletter.

Your rights

You have the right to view, amend, or delete any of the personal information that we hold. Email your request to us at support@merridale.co.uk.